

# New York Airports

**Client** Port Authority of New York & New Jersey  
**Period** 1999 - ongoing

SEGD Honour Award 2003

In 1999 the Port Authority of New York & New Jersey commissioned Mijksenaar to develop a new signage system for three major airports: John F. Kennedy, Newark, and LaGuardia. The hundreds of signs at an airport are meant to help travelers find nearly as many destinations.

Reading and interpreting all these signs can make the head spin. Passengers hurrying to catch a plane may panic if they don't understand which way to go. The mere thought of flying is alarming enough for many of them. alarming enough for many of them.

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## This airport has a color coded signing system

Follow yellow signs  
when flying

• Ticketing • Arrivals  
• Gates • Check-in

Follow black signs  
for airport services

• Restrooms • Phones  
• Escalators

Follow green signs  
when leaving the airport

• Ground Transportation  
• Parking



A good solution to this problem is to keep the number of signs to a minimum. A color-coded system helps reduce the number of signs to be read. With such a system in place, passengers follow only those signs that are relevant to them at any given moment:

- Yellow signs offer information pertaining to flights
- Black signs refer to airport facilities
- Green signs indicate how to leave the airport

Another big advantage of color-coding is that such signs have a higher degree of visibility than do those generally seen in the United States, which often feature white letters on a black or beige background.



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